

THE
Publishers' Weekly
THE AMERICAN
BOOK TRADE JOURNAL

WITH WHICH IS INCORPORATED

The American Literary Gazette and Publishers' Circular.

[ESTABLISHED 1852.]

Published by the R. R. BOWKER COMPANY. R. R. BOWKER, *President and Treasurer*, FREMONT RIDER, *Secretary*.

PUBLICATION OFFICE, 241 WEST 37TH STREET, NEW YORK

Entered at the Post Office at New York, N. Y., as second-class matter

VOL. LXXXIX., No. 2

NEW YORK, January 8, 1916

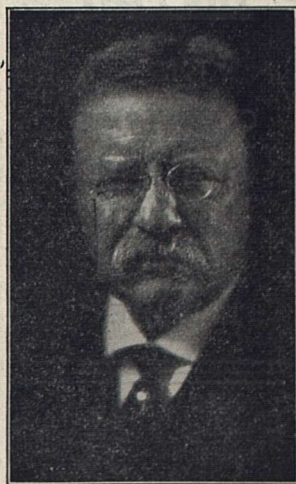
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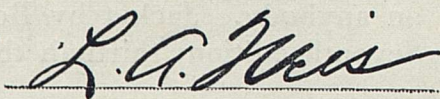
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The Publishers' Weekly

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January 8, 1916

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For subscription and advertising rates see first page of Classified Advertising.

"I hold every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto."—BACON.

ARE BUYERS OF PRICE-CUT GOODS "ECONOMIC GRAFTERS"?

SOMETHING over a month ago the PUBLISHERS' WEEKLY printed a strongly worded editorial—strongly worded because we felt the situation demanded strong words—in answer to the question, "What shall a bookseller do to meet price-cutting competition?" In the editorial in question we described the purchaser of price-cut goods, such as books, on which the retailer's margin of profit was too narrow to allow such cutting, as an "economic grafter."

The editorial has aroused some little comment, among others the admirable letter from the Secretary of the Public Library Commission of Indiana which we reprint elsewhere in this issue.

Mr. Sanborn's clearly phrased letter shows—just as does Professor Taussig's article which we also give elsewhere in condensed form, in connection with our report of the net-price discussion of the American Economic Association—shows most convincingly how great an educational work must still be done by the advocates of fixed prices, and indeed how little the true inwardness of price-cutting is understood by the general buying public. The nub of his defense of price-cutting buying is summed up in these words: "Are you not even expecting too much of the private buyer when you expect him to pay \$1.50 for a book he can buy in the next block for \$1.35? If the house which sells at \$1.35 can so organize its business as to pay overhead charges and sell at such a price, must the public be expected to be altruistic enough to help pay the greater overhead charges or the greater profits of the \$1.50 house?"

Let us reiterate again, in the most succinct

manner possible, the book-trade's answer to this very pertinent query, to point out again that, in the case of the book-trade, the purchaser of the \$1.50 article is helping to pay neither greater overhead nor higher profits.

1. The PUBLISHERS' WEEKLY knows of no publisher issuing net books at a discount margin so great as to allow any distributing retailer anything but the barest defensible margin of profit over and above all legitimate selling expenses.

2. The PUBLISHERS' WEEKLY knows no price-cutter, department store or other, doing business, or able to do business, at a cost substantially lower than the costs of doing business of the best of our price-maintaining retail bookstores.

3. From (1) and (2) but one deduction is possible (if our sources of information be correct) that any price-cutter selling net books at prices substantially below the listed prices is selling them at an actual loss. That this is the fact no one familiar with book-trade conditions will deny; and the PUBLISHERS' WEEKLY will gladly open its columns at any time to any book-selling price-cutter desiring to present documented disproof of this statement.

4. The reason price-cutters wish to sell widely known trade-marked, patented or copyrighted goods below cost lies in the immense advertising value of such price-cutting.

5. Obviously price-cutters can continue in business only by making up the loss incurred in selling price-cut articles, advertised as "leaders" or bait, by greatly swollen profits on other lines of merchandise sold. This is indeed an axiom of department-store merchandising.

6. This source of recoupment is closed to the bookseller. He has but one line: he must pay his way on that or go into bankruptcy.

7. Once the price-cutter has in this way eliminated competition, the price-cutting line will no longer have advertising value to him (because the public's opportunity to compare his prices with those of competitors has ceased to exist). This means either that the price-cutter drops the unprofitable line (which then ceases to have any market whatever) or else that the price-cutter (with competition eliminated) restores the original or makes even higher prices for the line. This was indeed a common device of the Standard Oil Company and other great monopolies in their early days.

Any logician—and book-buyers are clear-headed folk—will note that the above chain of results derives inevitably from the premises of

the first two paragraphs. If they are true all the others must be true. And if the deductions drawn are true (and they have been proving themselves true in actual practice for two decades past) then any book-buyer who patronizes a price-cutter is gaining a temporary advantage at the expense now of purchasers of other lines of merchandise and at the expense eventually of the demoralization and death of the book-trade in this country.

MR. GRAUER, of the Ulbrich bookstore, Buffalo, has, we understand, worked successfully a new idea in book selection. He has gotten together a "City Committee" of cultured folk who pass upon a selection of the new books as they come out. The books approved by this committee—all well-known Buffalonians—are placed on a special table prominently placed in the store. The local *cachet* of approval gives these books—and the store—not a little unpaid publicity. The idea is worth imitation.

Nor many bookstores have carried out the plan of card indexing customers as consistently and thoroughly as we have advocated doing. At least one prominent store, however, keeps a "card index of mothers," which it finds of invaluable assistance in exploiting not only worth while new juveniles but also new books about children and their care and training.

LIBRARIANS OPPOSE STEVENS BILL.

THROUGH its Council the American Library Association has placed itself on record as opposing the Stevens Bill and through its Book Buying Committee it is preparing an active campaign against it. It will endeavor not so much to defeat the Bill as to be excluded from its provisions.

In a letter to the Council dated Dec. 23rd, the Chairman of the Book Buying Committee says:

"The Committee on Bookbuying of the American Library Association begs to call the attention of the Council to the so-called Stevens Bill now pending in Congress. This bill was first introduced in 1914 and was not at that time reported out of committee. The bill has now been re-introduced by Mr. W. A. Ayres, of Kansas, at the present session of Congress with excellent support, and has been referred to the Interstate Commerce Committee. The bill is being energetically pushed by the United States Chamber of Commerce, the American Fair Trade League and other organizations. The American Fair Trade League is a league composed practically of manufacturers of patented articles. A so-called lobby supported by these organizations is reported to have canvassed the members of the

House with favorable results. Both those who are in favor of the Bill and those who are opposed to the Bill have informed members of the Committee within the last month that the Bill has an excellent chance to become a law.

"The effect of this bill on the bookbuying of Public Libraries will be extremely serious. The bill fixes three prices for the sale of all articles manufactured or published under a fixed price system; one price to the wholesalers or jobbers, a second price to retail dealers, and a third price for the general public, including libraries. The bill prohibits any discount whatsoever from these three prices for all articles manufactured under a fixed price system. This fixed price holds perpetually at the pleasure of the manufacturer and not for a year as in the case of the former net price system for books. It means that a library will receive no discount and will pay the same price as an individual buying one book a year. It makes no difference whether the library pays cash or purchases books to the amount of \$10,000 or \$100,000 per year. There will be no discount whatsoever. To quote from the bill:

"There shall be no discrimination in favor of any vendee by the allowance of a discount for any cause, by the grant of any special concession or allowance, or by the payment of any rebate or commission, or by any other device whatsoever."

Books bought by Public Libraries will in all probability cost us, if this proposed bill becomes a law, from ten per cent to forty per cent more than at present.

"The opposition to the bill seems to be centered in New York. It is confined at present mainly to the National Dry Goods Association and various department stores. The magazines and some of the newspapers in the larger cities are in general favoring the bill. It is of course a fact that manufacturers of patented articles are large advertisers in our magazines, although there may be no connection between the advertising pages and the editorial policy. It is obvious that such advertisements will be largely increased, should this bill become a law.

"The following possible methods of opposing the bill have occurred to the Committee and we beg to submit them to the Council for consideration:—

"A. The passage of resolutions by the Council in opposition to any bill favoring a fixed price system; such resolutions to be forwarded to the proper Committees of the House and Senate.

"B. The possibility of personal letters from librarians throughout the country to their own representatives in Congress in opposition to the Stevens bill or any other similar bill.

"C. The passage of resolutions by Library Boards of Trustees throughout the country to be forwarded to local representatives in Congress.

"D. The insertion of articles in the daily press giving publicity to the bill and what the bill will accomplish, not only by the A. L. A. Committee on publicity but also by libra-

rians in their own towns and cities as far as possible.

"The Committee has recommended to the Executive Board the granting of authority for representation at any hearings to be held in Washington on the bill."

In accordance with the above letter the Council adopted the following resolution:

"*Resolved:* That the Council of the American Library Association, acting for said Association and representing the public, educational, scientific and institutional libraries of the country, most earnestly ask that such libraries be exempted from the provisions of the H. R. No. 13305. They ask this because such libraries are large purchasers of books and are operated entirely for the benefit of the public and for general educational purposes, and are supported in the main by public taxation.

"*Voted:* That the Bookbuying Committee be requested to secure and compile, as promptly as possible, statistical and other material in support of the position taken by the Council on the Stevens Bill, and that such material be at once distributed to all libraries affected by the provisions of the Bill."

The Executive Board of the Association has since voted that the Bookbuying Committee in co-operation with the Committee on federal and state relations be authorized "to arrange for a representation of the American Library Association in reference to H. R. No. 13305."

THE OLD YEAR AND THE NEW AS SEEN BY "DUN'S REVIEW."

At the close of another epochal year this country occupies the position of international supremacy in finance, commerce and industry, and optimism is universal as 1916 opens with prospects bright beyond precedent. So much hesitancy ordinarily characterizes the business situation at this season that the prevailing activity is noteworthy, if not surprising. Though inventorying and other annual adjustments cause a temporary halting in the advance in some lines, especially in wholesale channels, the lull is much less general and marked than usual, and certain branches even reflect further substantial progress. Instead of diminishing, as is customary at this time, demands in several important departments show a continued increase and rarely, if ever, have manufacturing forces been so largely covered by contracts at this period. This ensures full employment well into the new year and is a condition that results, not from mere speculation, but from actual consumptive requirements that in many cases exceed productive capacity. In most industries it is not a question of finding buyers, but of how to make specified deliveries on previous orders, and in not a few instances the volume of business would be still larger were it possible to promise definite shipments. In view of the existing supply and demand situation, it is not unnatural that prices are tending upward. All the statistical comparisons, in fact, tell of boom conditions. Bank clearings—82.8 per cent larger this week than a year ago—measure

the magnitude of current commercial transactions and reflect the striking gains in holiday trade, while returns of railroad earnings—gross revenues of systems reporting for three weeks of December being 20.5 per cent above those of 1914—show how fully the transporting interests have recovered from previous depression. Moreover, though foreign commerce movements have diminished, up to December 25 the excess of exports over imports for the year approximated \$1,750,000,000—by far the most colossal balance ever recorded.

Unlike the last half of 1914, the year just ended was notable for constructive developments in American finance. After meeting and surmounting many trying situations, this country has established itself upon a more solid foundation than ever before and to-day holds the position of leadership in the money markets of the world.

Not a week passes without either the resumption of deferred payments, or the declaration of increased and extra disbursements, and railway and industrial corporations will distribute over \$250,000,000 to shareholders this month.

AMERICAN ECONOMIC ASSOCIATION DISCUSSES PRICE MAINTENANCE.

THE American Economic Association at its recent meeting in Washington devoted Wednesday morning, December 29, to the discussion of the maintenance of retail prices. Prof. F. W. Taussig, of Harvard University, read the paper which made the basis of the discussion.

SUMMARY OF PROF. TAUSSIG'S PAPER.

We shall have to follow two distinct lines of explanation: the first may be called psychological; the second, marketing.

First, as to psychology. If there is one thing which is laid down in all the books, it is that a decline in price leads to an increase in the quantity demanded and sold. Yet the endeavor to keep up retail prices would seem to be based on a contrary supposition. The manufacturer's immediate interest, and indeed his only interest, would seem to be in his own receipts. So long as he settles the price which comes to him, why should he concern himself with the terms of the further sale by jobber or retailer? He sells ordinarily to the trade at whatever prices he can get, and need not trouble himself about the further proceedings of jobbers and retailers. The more they cut prices, the more of his goods they are likely to sell; why should he object?

The answer is to be found in the fact that it is *not* universally true that a decline in the price of a commodity leads to the buying of more of it. As a rule, the identified articles are widely advertised as exceptionally good. They are "quality articles"; they are for the *good* trade; they are for particular people; a little higher in price, but oh, how superior; and so on. Now if articles thus lauded are offered at cut prices, if they are knocking about in quantities on the counters

of cheap shops at less than the announced price, if they are used as "leaders," their prestige is endangered. They may cease to be esteemed as quality goods. It is a frequent experience, I have been told (and some curious examples have been brought to my attention) that a manufacturer who has tried in vain to force sales of a product by lowering its price, has found that by advertising lavishly under a fetching label he can sell more of it at a higher price. The converse is feared in case of a cut price for an "established" article. Though some additional purchasers may be tempted at the outset, the prestige of the article is impaired.

Second, as to marketing. Jobbers and retailers do not relish cutting. They like to carry on business in the accustomed way, to sell at a "reasonable" profit, to maintain the traditional spread between wholesale and retail price. When prices are cut, the manufacturer finds that his goods are in danger of becoming unpopular in the trade. It no longer "pays" to handle them; there is "no money" in them. They are not boycotted; but they are no longer pushed. The once-favored manufacturer finds that the *accessibility* of his product is seriously affected.

On those aspects of the case which are connected with advertising and prestige—the psychological aspects—the chief consideration which is urged in defence of the set price system is that it enables or promotes the maintenance of the quality of the goods. But I question whether the system of price maintenance serves in any considerable degree to keep up the quality of goods; and I question still more whether it is the best way of keeping it up. The argument concerning the ways of maintaining good quality is applicable, not to price-fixing, but to another practise usually allied with it and often confused with it;—namely, the protection of brands and trade-marks. The solid ground for legal support to trade-marks is that an inducement is thereby given to make satisfactory articles and to continue making them. The fact that it pays to make a trade-mark article good and to keep it good is the factor that makes for the quality of identified articles.

As regards the other side of the situation—the marketing side—the manufacturers are under strong pressure to accept and even to sustain the existing system of distributing goods. They find that the great mass of merchants are united in a consensus of opinion that the existing methods of distribution are as well devised as is possible, and that current profits are no more than reasonable. Innovators are believed to be engaged in improper or illegitimate business. For example, the jobbers, and not infrequently manufacturers also, have maintained that the large retail stores and the mail order houses are not entitled to buy directly from the manufacturers at manufacturers' prices, because these are not jobbers and have no "right" to be treated as jobbers. And similarly the retailer who cuts a price is said to be selling at less than a "fair" price; he can not possibly do it at a "fair" profit; it is not

a legitimate way of doing business. The opposition to price-cutting is very largely, if not mainly, opposition to disturbers and innovators.

Now the traditional ways of distributing goods are in a stage of flux and transition. One of the things borne in on us by the business studies and statistical researches of recent years is that the process of getting goods from manufacturer and grower to consumer is extremely costly. The spread between the price received by the prime producer and that paid by the consumer is astonishingly large. Various experiments are on trial for lessening it. Co-operative shop-keeping, heralded in earlier days as a saving means of social salvation, then pooh-poohed for a period as inconsequential, is coming again to be considered with respect as one among possible devices for "lowering the cost of living." Another form of co-operation—co-operative selling by agricultural producers—is expected by some careful observers to enable the growers to dispense, at least in some degree, with jobbers and commission merchants. The parcel post—a blessed boon, whatever errors may have attended its initial stages—will have larger and larger effects on shopping methods and selling methods. The department store grows apace. The chain store plan has its successes and its possibilities. Mail order business seems to be in that early phase of an industrial improvement in which the pioneers reap unusual profits. The inquiries made by the Department of Agriculture on the market distribution of some articles of food may point the way to a better organization; and the same is true of the systematic inquiries on retail accounting and retail selling conducted by the Harvard Bureau of Business Research. In every direction are investigations, experiments, and innovations.

What will finally come of it all would be rash to predict. The jobber may remain; the country storekeeper is not likely to disappear; retailing on a modest scale has shown a tenacious vitality in face of the attacks of the department store. There is no possibility of saying in advance just what the situation will be a quarter century or half century from now. But the only promising way of getting a more effective distributing process is to let any and every experiment be tried by any one who thinks he can do the thing more cheaply. And this would seem to be a decisive reason against encouraging the fixed price system. It stands in the way of the experimenter. As regards the spread between producer and consumer, it looks to the maintenance of the *status quo*.

Is it true that all the evidence we have indicates that the heavy spread which obtains in market distribution is not likely to be much reduced. Large as it is, it seems to be in the main inevitable. The fraction which the shrewdest and most energetic endeavor can lop off is after all a comparatively small one. The greatest constituent in it is the retailer's spread—the gap between retailers' buying price and selling price; precisely that

which the system of price-maintenance tries to keep as it is. Under existing habits and traditions it is not probable that any device—department store or cut-price store or co-operation—will cause it to be very much lowered. But half a loaf is better than no bread.

My conclusion is that the case in favor of price maintenance is not made out. There is no public gain from giving an article an outward apurtenance of special merit. There is still less a public gain from compelling retail dealings to be conducted in the good old way and at the good old expense.

GENERAL DISCUSSION.

In the discussion under the ten-minute rule which followed Prof. Taussig's paper, Prof. L. H. Haney of the University of Texas, and Prof. W. F. Gephart of Washington University, read papers against price maintenance, and Prof. J. R. Turner of Cornell University and Prof. P. T. Cherington of Harvard University read papers in defense of the maintenance of retail prices.

Former Representative Raymond B. Stevens, now counsel to the Federal Trade Commission, was present and upon the suggestion of Prof. Young, secretary of the association, he made a most lucid and effective statement of the bill which bears his name and which has been reintroduced at this session of Congress by Representative Ayres. Mr. Stevens made the point that instead of introducing a new feature into trade law the bill was in accordance with the common law of Massachusetts, New York and other states and with the common law of the United States previous to the passage of the Sherman Anti-Trust Law. It is unfortunate that no report or record of Mr. Stevens' remarks was made for present use. In reply to a question from the floor asking how price could be maintained on resale of an article of which title has passed with possession, Mr. Stevens instanced legal precedents in other fields, as in the well-known case of lands sold under restriction as to use which runs with the title as an obligation upon successive vendees and vendors.

So much time had been given to the subject that under the five-minute rule the only speaker was R. R. Bowker, of New York, whose remarks concluded the discussion, and, as they bear directly upon the book-trade situation, are given below.

REMARKS OF R. R. BOWKER.

It has been my privilege, as once upon a time an economist, trained in the non-interference or classical school of economics under my friend and master, David A. Wells, to apply and test economic principles in a varied business experience. Some concrete examples from this experience may be useful in this discussion, and I trust as an early member of this Association that I have not lost standing in it because I do not wear a professor's gown and that most of my work as a writer on economics was done years ago. But first let me emphasize protest against the assump-

tion which underlies Prof. Taussig's conclusion in his fair and discriminating paper, that the Stevens Bill is a measure imposing new restrictions upon trade. On the contrary, it is a corrective of the restrictions of the Sherman Anti-Trust Law, clarifying the situation. For those of us who are directors of manufacturing corporations are in honest perplexity as to what we can do or what we cannot do, under penalty of going to jail.

In ten years' administration of the Edison Company of New York, I was able, not without difficulty, to apply the principle of equal rates to all consumers under like conditions. This enabled us to increase our customers, to widen our market and from time to time to reduce rates while increasing dividends. The best business compliment I ever had was that if this policy had been general on the part of public utility corporations, public service commissions would have been unnecessary and the public saved their cost and some incidental scandal. This was price maintenance directly between the manufacturer and consumer, but its effect illustrates the value of the principle. At the other extreme, as a consumer, I own two Ford automobiles—and I want none better. Henry Ford, basing business development on price maintenance, has done the world and my particular self the service of producing an article of best quality at the lowest possible price and at a decreasing price, because he controlled his market in the mutual interest of buyer and seller and made no special terms or cut-prices to any one.

Of later years I have been a director of an industrial corporation which manufactures a farm implement of high quality and of very wide use. It has based its successful business development on fixed prices and it now does a business of some millions a year. It spends from a hundred thousand to a quarter million dollars yearly in advertising and it has spent hundreds of thousands in experiment and betterment, with or beyond patent protection, to keep its product of the highest quality. It has saved probably a hundred million dollars and more to the dairy industry of the country. There is intense competition in the business and no kind of combination or conspiracy to keep up prices. The mail order houses of which I am also a customer and which do a considerable business service to the community, sell competing machines of fair quality for a half or a third of our prices. Our policy has always been to get a good price and good profit for the best thing and to have a fair and uniform price to all users. Price maintenance has enabled us to make and keep our product the best—so at least we believe. The distributing business is partly through agents and partly through implement dealers, and it is a serious dilemma whether, under the Sherman Law, as construed by the courts, we can or cannot protect prices to consumers through these dealers, but must have recourse to the agency system.

In quite another field, one of the periodicals of my own company is the organ of the book-trade, so that I have necessarily kept

in touch with the price maintenance question regarding books, which are peculiarly "identified" and "identical" articles widely advertised, and therefore useful as leaders to price cutters. Price maintenance under the net price system has of recent years largely increased the sale of books, and incidentally the prosperity and to some extent the number of retail bookstores, an important cultural element in the community. The previous cut-price system had proved most demoralizing, retailers and jobbers demanded larger and larger trade discounts to permit cutting, and advertised retail prices had to be correspondingly increased; while the introduction of net prices in some cases reduced the retail prices of books and generally operated to prevent the increase of advertised prices, despite the general increase in material so considerable in recent years. There are two department stores in New York both of which have notable book departments, excellently equipped and managed bookstores, one of which makes a point of cut-prices, while the other is loyal to price maintenance. One of these is the successor of A. T. Stewart, pioneer in the department store business, who did the community the great service of replacing with a fixed retail price the old system of bargaining and haggling which wasted the time of lady shoppers and salespeople when I was a boy and did my mother's errands. Both stores are good advertisers and do good merchandizing. The cut-price establishment has successfully fought the Publishers' Association under the Sherman Law and has made much advertising capital out of the fight. I have reason to know that it has sold books at less than the price at which they were actually bought, and it stands to reason that when the "spread" on one line of goods is low or negative, as in this case, the "spread" on other lines must be made proportionately greater—to the disadvantage of the consumer who is led to think that he can buy other goods as cheaply as books. Otherwise department stores must fail as many have failed in New York.

The overhead charges of a retail bookstore are high, exceeding twenty-five per cent, and requiring a "spread" of a third of the retail price to give any margin of profit; but the overhead costs of a department store are as high and probably higher, as the figures published in *System* have indicated. The experience of the book-trade, as to price maintenance and price-cutting, is to my mind one of the best illustrations of the desirability of the Stevens Bill. I may add that on our own periodicals a definite system of fixed prices for advertising, giving like rates for like quantities of advertising, has been the absolute rule for years, to the mutual advantage and satisfaction on the whole of proprietors, advertising representatives and advertisers.

Let me again emphasize what Mr. Stevens has, I think, made clear, that the bill which bears his name—I refer to it in principle rather than in detail, for it is not without ambiguities and may need clarifying and correction—is not a restrictive, paternal meas-

ure, but simply a correction of the unfortunate extremes to which the Sherman Anti-Trust Law has carried restriction.

H. E. HUNTINGTON BUYS \$1,000,000 HALSEY LIBRARY.

HENRY E. HUNTINGTON has just bought, through George D. Smith, the library of Frederic R. Halsey, of 22 West 53d St., New York City, one of the best private collections of rare books in America and valued at between \$1,000,000 and \$1,250,000. Mr. Huntington will add it to his own collection, already the best on this side of the Atlantic and comprising the cream of the famous Robert Hoe library, the Duke of Devonshire's Caxtons and Shakespeare quartos, the Beverly Chew books and other large acquisitions.

Mr. Huntington possesses the only duplicates in America of some of the rarest of the Halsey books. These duplicates he will probably dispose of gradually, since it is said to be his intention never to sell his whole collection, but to make it public property after his death. The price he paid for Mr. Halsey's books has not been revealed, but it was less than the value of the books taken separately, because Mr. Halsey preferred to dispose of the collection as a unit to some one who he knew would keep it practically intact.

The distinctive thing about Mr. Halsey's library is its literary appeal. Mr. Halsey looked at the book as a book first and its scarcity second. In consequence, his collection is rich in English and American authors who are universally read. He gathered complete sets of the first editions of Fielding, Dryden, Dickens, Pope, Thackeray, Poe, Hawthorne, Lowell, Emerson, Whittier, Longfellow, Oliver Wendell Holmes, Bret Harte, and Tennyson. He took pains to get complete first editions of the moderns—Rossetti, Swinburne, Kipling, Meredith, William Dean Howells. He also got first editions of all the works of the Elizabethans—Beaumont and Fletcher, Marlowe, Peele, Ford, Ben Jonson and Dekker. The result is a library almost unique in one respect—it is not only full of rare, costly books, but these books are readable.

The most important item in the collection is of course the four Shakespeare folios. All are there—the first folio of 1623, the second of 1632, the third of 1663, the fourth of 1685. Marsden J. Perry paid £10,000 (\$50,000) for the four in London not so long ago. Even better than the folios is a perfect copy of Shakespeare's "Sonnets," worth about \$25,000, only four perfect copies of which are known. Mr. Halsey had also many of the Shakespeare quartos, which followed the folios.

Next to the Shakespeares is the Poe collection, of which Mr. Halsey had the only complete set of first editions in existence, including "Tamerlane" (Boston, 1827), worth \$5000 alone. There is also one of the three known first editions of "The Murders in the

Rue Morgue," for the Maier copy of which the late J. P. Morgan paid \$3800.

Mr. Halsey had the best collection of Cruikshank drawings in America and what is said by experts to be the finest collection of first editions of Dickens in the world. The Dickens collection is worth \$40,000 to \$50,000. It even contains the rare "A Strange Gentleman" with the original drawings.

Mr. Huntington already has about the finest lot of Americana anywhere, but it will be enriched by the addition of the only uncut copy of the first New York Directory (1786); Denton's "History of New York" (1670), worth \$3500; Wolley's "Journal" of New York history (this is the Hoe copy, worth \$3000); John Eliot's Indian Bible printed at Cambridge, Mass., 1661-3 (one of the finest copies known), and Woods's "New England Prospect" (1634), valued at \$4000.

Many of these books have not been sold in so long that it is impossible to do more than guess at their value.

"Pauline" was Robert Browning's first book. Here is a presentation copy with his own inscription. Among the first editions of Robert Burns is the "Kilmarnock" of 1786. A first edition of "Robinson Crusoe" is worth about \$2000. There are several books printed by Benjamin Franklin. The assembly of first editions of Oliver Goldsmith, including the "Vicar of Wakefield," represents about \$20,000.

In the collection of first editions of Charles Lamb is the only known copy of his "King and Queen of Hearts" (London, 1809) and also the rare "Poetry for Children" in two volumes (1809). The "Poetry for Children" derives interest from being the copy Augustin Daly used to own. It sold for \$2200 more than fifteen years ago. The rare "Lycidas" (1631) of Milton is rivalled by both issues of the first edition of "Paradise Lost." There is a copy of Milton's immortal poem with the large title and one with the title in small letters. No one really knows which was printed first.

The copy of Montaigne's "Essays" (London, 1603) contains several leaves unknown to other copies and is worth \$2500. The first editions of Scott are in their original boards.

PUBLISHING IN GERMANY—WHAT THE GERMAN SOLDIER READS.

"Don't send us any more books about the war!" the soldiers at the German front have been writing home for the last six months, says Gilbert Hirsch, special correspondent of the New York *Evening Post*.

It was different when the war first broke out, he continues. Then the soldiers could not get enough war literature. Torn from their peaceful occupations at a couple of days' notice and flung as a part of a great human catapult against the enemies of Germany, the one question in every mind was, What was this war? What did it mean? The first cry was for newspapers, and more newspapers. They were willing to risk their lives for the

fatherland. But they wanted at least to hear of the victories—and even of the defeats. But soon that need for news became satisfied—supplied in that systematic German fashion in which all other German needs are being satisfied. Hundreds of thousands of copies of newspapers were sent by the *feld-post*. Newspapers received regular subscriptions from thousands of men at the front. The armies themselves established their own newspapers, one by one, until to-day there are five, of which those at Lille, and at Lodz are the best known. And there were published weekly and monthly résumés of the military situation, especially adapted for the information of the men at the front—such as the *Kriegs-Frontenkarte*, published in Halle—a twelve-page pamphlet, which appears all ready for mailing in an envelope with the form of the *feld-post* address printed in full.

And there are maps, also published each week, showing, in color, the loss and gain of territory made during the week along the east and west fronts. These are practically the only kind of maps in demand. Atlases and the maps of Europe are not being published—so I was told by a man who makes a specialty of atlases.

Then came the demand for books dealing with the deeper questions connected with the war—with the causes of the war, with the spiritual issues, with every conceivable problem and phase of the subject. And that demand, too, was fully met. I have before me a catalogue, published by the well-known book firm of Hinrich, in Leipzig, which shows that in the six months between the outbreak of the war and the beginning of December, 1914, there were published more than 1,500 books and pamphlets dealing with the war alone, and that to-day the volume of German war literature has increased to 5000.

The book publishing business has suffered much less than any one would suppose, taking into account the large proportion of the skilled workmen who have been called away. This is due partly to the success with which women and young boys have learned to do the work of men; and partly to the fact that war literature pays. A simple series of pen-pictures of the war, such, for example, as Hocker's "At the Head of My Company," which just happened to hit the public taste, went into its 340th thousand within three months after its first appearance. And the whole, wonderfully organized trade in printed books, which has its headquarters at Leipzig, and which, before the war, had its ramifications all over the world, still goes on.

The 400 *Kommissionare*, or book-brokers, of Leipzig are somewhat reduced in number, but their activity and their perfect organization, which is like that of a post-office, still goes on. In times of peace, trains filled with nothing but books left Leipzig every Wednesday and Saturday. To-day they still run, sandwiched in between trainloads of wounded, transports of troops from one to the other front, freight cars loaded with provisions for the army. And to-day, when the telegraph offices are working overtime with military

orders and cipher dispatches, a book dealer still has the right to drag out the telegraph official in the middle of the night, in order to have a book delivered by post from Leipzig next morning for some soldier who is leaving for the front.

At first the chief demand was for exciting, or funny, books. *Humor in Tornister* ("Humor in the Knapsack"), a collection of squibs that had appeared in the comic paper *Lustige Blätter*, went into its 110th thousand. Mark Twain is also very popular at the front—not Mark Twain as we know him, but Mark Twain translated into that language of which he said—"You dive blindly in at the beginning of a sentence, and come out at the end with the verb in your mouth."

Baden-Powell's "Adventures as a Spy," translated by Reinhold Anton, with a preface drawing the obvious moral, also finds its way to the front. There are also whole editions of books of present interest, especially gotten up for the soldiers. And the *Reclams-Universal-Bibliothek*, those tiny pink paper-covered booklets by means of which so many American tourists have, in years past, learned the German classics for next to nothing, save you the trouble of selection; they are put up in little bundles all ready to be mailed, marked "five books for men at the front." They are having a remarkable sale, chiefly because of their compactness.

"But the most remarkable thing about the literature for the soldiers at the front," said the present head of the house of Westermann, one of the oldest and best-known publishing firms in Germany, "was the sudden change in their demand that took place last March. Up to then they couldn't get enough to read about the war. And that seemed natural enough. But suddenly—with the coming of spring—every one got requests not to send any more war literature of any sort. The soldiers were tired of reading about the war. To see and hear nothing but the killing of men, the roaring of cannon, groaning, shooting, stabbing, and horrible agony is bad enough. When that is, for the time, over, a man needs relaxation. And that he cannot get by reading about the thing he is experiencing."

He went on to tell me that his firm is publishing a considerable quantity of belletristic literature, and that there is a great demand for that sort of thing at the front. Detective stories, exciting novels of any sort, are not much wanted. But the works of a writer like Storm, for example, solid, peaceful, somewhat tedious novels, are in great demand.

And then, "of course there is Goethe." From all that I have heard from various sources, I am not sure that "Faust" is not the most popular book in the German army. I have read a letter from a high-school boy of eighteen, lying in a trench near Arras, begging his parents to send him a copy of this German bible; a letter from a lieutenant, half frozen in the snows of a Carpathian winter, who, in the same sentence in which he casually mentions having just shot a Russian, tells of his excitement and admiration on re-

reading the "Witches' Sabbath Scene," and wondering "what Goethe would have thought about the present war." I have been told that there have been numberless demands from the front for a new brochure—"Goethe and Aristotle"! And every bookseller to whom I have put the question of what he sends to the front is sure, sooner or later, to say, "And, of course, there's Goethe." So I have come to the conclusion that, to the question which one hears so often in America, "Where is the old, simple Germany that loved poetry and philosophy?" the answer is, "At the front, fighting in the trenches of France; in the snows of Russia."

Poets little known outside of Germany, not writers of the first rank, but men whose love of Germany far outranked that of Goethe, such as Körner, the poet who fought in the wars against Napoleon, and Liliencron, author of the "Soldatenlieder," are also to be found in the knapsack. One hears sometimes of Nietzsche's "Zarathustra" being read at the front by the more educated men—but hardly often enough to lend support to that naive belief that it was Nietzsche, with his gospel of power, who was responsible for this war. From all I can gather, Kant, the philosopher of duty, of obedience, is more often to be found in the knapsacks of teachers, lawyers, and writers who are now soldiers than the more brilliant but erratic preacher of the "Superman." So that the actual evidence seems to support Professor Dewey, of Columbia, in the belief expressed in his recent book that the spirit of Germany to-day is the spirit of Kant, and not of Nietzsche.

It seems almost unbelievable that in the midst of the crude tumult of war, men should have sufficient calm of spirit to appreciate the smooth rhythms, the subtle nuances, of a modern poet like Rainer Maria Rilke, a German very much under the influence of the French. Yet he, too, is read at the front. And Jens Peter Jacobsen, the delicate Scandinavian psychologist, who has his Hamlet-like hero, "Niels Lyhne," die bravely in battle—he too, is popular.

For the German is cosmopolitan in his literary appreciations. Nothing could be more amusing than the amazement of a young German "intellectual," who had for years been an admirer of Maeterlinck, and suddenly found himself in the land of Maeterlinck—in the capacity of invader—and discovered that a Belgian school-director to whom he was talking had never even heard of Maeterlinck's name.

Never before in the history of the world has there been an army so small a proportion of which is composed of professional soldiers, so large a proportion of educated, and of highly educated, men. The physical hardships, even the strain on the emotions, are not nearly as hard for many of these men to bear, as the sudden enforced intellectual stagnation. Many of them have taken with them books of the most technical nature, simply to keep themselves stimulated intellectually, and to make the gap between their past and their present seem less extreme. I heard of

one jurist, who had taken Ihering's ponderous work on "The Struggle for Equity" with him in his knapsack, tossing it down in disgust one evening in his quarters in Belgium, and cursing the luck that forced him to take up this stupid business of being a soldier, just at the time when—because of the war—all sorts of "pretty" problems that had never come up before would have to be solved. I read a letter from a surgeon I know who expresses himself as bored to death by his work at the hospital at the front. He says he would not mind the work he is now doing "if the soldiers did not always insist on getting wounded in the same, uninteresting places—no originality at all." And therefore he can make no progress in the study of his profession. I heard of a literary man who made an excellent soldier—was quickly promoted to the rank of corporal—but felt keenly the lack of intellectual stimulus at the front. "Send us something for the head," he wrote. "Something not too light. Or send me something in the way of 'Expressionism' (one of the latest German fads). In this nearly mad world one has the right to read something mad."

THE RETAILER'S STORE WINDOW AS AN EFFECTIVE ADVERTISING MEDIUM.

The windows of a well-located retail store, says a recent issue of *Printers' Ink*, have always been regarded as a valuable advertising medium. To-day they are more highly regarded than ever before. In the past ten or fifteen years a wonderfully clever group of men have developed in the cities, calling themselves display men; their old name was "window dressers." They are well entitled to all the credit a more dignified name implies. The instances cited by *Printers' Ink* are mostly from department store experience, but the lessons taught are nearly all applicable to book-selling.

Merchants occupying old buildings have in recent years spent large sums in improving their windows; enlarging them; fitting them with effective lighting apparatus; building special backgrounds and providing apparatus and fixtures specially built for the display of certain lines of merchandise.

The windows of the newer stores are given very special consideration when architects' plans are under consideration. Lord & Taylor's new New York store has windows which let down into the basement for trimming and are hoisted by machinery when trimmed. At night and on holidays they fit special "windows" across their entrances. They frequently change their windows during the day, in full view of the public, the record time for lowering one window and raising another in its place being 30 seconds!

WORTH OF WINDOW "CIRCULATION"

A Fifth Avenue specialty shop between 34th and 42nd Streets, values its six windows at \$40,000. It is doubtful if the superb windows of the Wanamaker new building, in New York,

with such small "circulation" made up largely of persons already in the neighborhood because they are going to Wanamaker's to make some specific purchase, are worth in *indirect results* as much as it costs to maintain them. The Wanamaker Philadelphia store might justly value its windows at not less than \$75,000 a year.

Here are some actual facts concerning the selling power of windows. A store in the Herald Square section, New York, has repeatedly sold from 15 to 35 women's dresses and suits ranging in price from \$15 to \$50 in one day from a window display, by actual test.

Another New York store has sold 22 men's sport coats in a day, 345 men's straw hats in a day, six hundred dollars' worth of women's handbags in a day from three windows.

The Riker-Hegeman and Liggett's drug stores, and the United Cigar Stores Company change their windows very frequently and report that they regard them as *very valuable*. In their principal New York store, located at 34th Street and Broadway, Liggett's use demonstrators in their windows with great success.

COST OF WINDOW DISPLAY.

William Filene's Sons Company, of Boston, regards its windows as worth \$100,000 a year. The management makes a definite charge against its publicity department for the use of them. It regards the windows as the most valuable publicity medium the store has.

Lord & Taylor, of New York, in their superb Fifth Avenue location, value their windows at \$150,000 a year. They have a record of 53 complete changes of windows in one week. They are averaging 2500 changes a year.

Marshall Field & Company, of Chicago, have never placed an exact money value on the windows, but it must be very large. They use their windows almost solely for educational purposes except for about six weeks or two months in the year. During the bulk of the year they exploit coming styles and demonstrate possibilities with material at hand and for sale.

One of the leading Pittsburgh stores reports that their windows are considered easily worth \$35,000 to \$40,000 a year. They use them as mirrors to reflect the *type* of merchandise for sale, and to promote *direct* sales.

The Hudson Company, of Detroit, considers its windows worth an average of about \$10 a day each, or \$3,000 a year. Sibley, Lindsay & Curr, of Rochester, charge their departments definitely for windows on the same basis as counter space. They are careful not to allow any department to monopolize the best windows. The J. T. Lewis & Sons Dry Goods Company, of Denver, values its windows at \$50,000 a year.

COST OF WINDOW DISPLAY.

The chief decorator of the average department store is a rare combination of advertiser, merchandise man and artist. His pay ranges from \$2000 a year in the smaller

stores and smaller cities to \$10,000 in the larger stores of the great cities.

When the work is of sufficient volume and complexity to require it, the chief has an assistant whose duties are to carry out the detail of the chief's plans, and often to work at night, the chief's time being required in the daytime for consultation with buyers, advertising manager, general manager, supply people, etc.

This assistant is sometimes a man, sometimes a woman, and receives from \$1000 to \$4000 a year. Some chief decorators and some stores prefer a woman assistant, particularly if there is much display of women's apparel and accessories.

The men who actually "put in" the windows receive from \$10 a week to as high as \$50 a week, the latter being real artists in their line.

One of the best department store decorating departments in the country employs a water-color artist who makes a "scenario" of every important window before it "goes in." He makes his color scheme and composition under the direction of the chief, and makes the entire layout as to color and composition for big events, such as openings and annual sales, covering both windows and inside-the-store decorations. In small stores the chief does this himself, or omits it altogether.

Fixtures are costly, but generally last quite a long time. Backgrounds and cases are often quite costly, the former requiring frequent changes to avoid monotony and to harmonize with color schemes and the nature of merchandise displayed.

Goods are sometimes faded or otherwise injured by being on display, and the amount of damage is, of course, chargeable to the window display account.

Every store, naturally, keeps a separate account of its window display cost. In a large store, employing quite a corps of decorators and doing very fine work, the total may reach some \$31,000 a year. This would be divided substantially as follows: Chief, \$5000; assistant chief, \$2500; artist, \$1800; ten decorators, \$13,000; rental of space, used by the department for fixtures, office, etc., \$3500; new fixtures and repairs, \$5000; damage and breakage, \$1000. These figures will cover most of the inside-the-store decorations; in fact, all but some very special event or some very costly improvement, addition of fixtures or renovation of windows or lighting system or costly mechanical or moving effect.

Supposing that the store has 15 windows, the cost of maintenance is therefore about \$2000 per window per year.

In most stores some windows are worth more than others. Also some window decorations cost more than others to put in and to maintain.

If \$2000 a year is the average cost per window it is safe to say that some windows cost only \$1000 a year, or \$20 a week, and others may cost \$60 a week. This, bear in mind, is only the *cost of maintenance*.

Every display-man knows that some of his windows always "pull" better than others. He also knows that some windows "pull" best with certain lines of goods. It is his duty to know which lines of goods "pull" best on which days of the week, and in what seasons.

Let us suppose that a store considers its windows worth \$50,000 a year from the advertising and trade-making standpoint. Obviously a window which costs the store \$2000 a year to maintain is considered *worth* about \$3500 a year. It costs from \$20 to \$60 a week to maintain, but is considered worth from \$35 to \$100 a week.

HOW THE MANUFACTURER GETS A DISPLAY.

Just as a store advertises merchandise daily in the newspapers at its own expense it gives window displays to merchandise at its own expense.

In some stores window-display costs are charged to general advertising or "overhead." In others a proportion is charged to "overhead" and the balance to the departments whose goods are displayed. In still others, the entire cost is charged at a rate per window per day to the departments for which they are used. There are arguments for and against all of these three charging systems with a seeming preponderance of evidence in favor of the second method.

Several persons are interested in the matter of what shall be displayed in a store's windows, and how and when it shall be done, and for what length of time. In some stores the windows are controlled by the general manager, in others by a member of the firm. In some stores the display-man is absolute, and in others the advertising manager is "it." In a few stores the advertising manager and display-man work together in harmony and control. In others, a trio of general manager, display-man and advertising manager control.

To secure a window the manufacturer will pursue much the same tactics as in selling his goods. He must neglect nothing that will tend to bring out the attractiveness of his product from every viewpoint by which merchandise is judged by the buyer, the advertising man, and the general manager and display-man.

One manufacturer who developed a great business with department and specialty stores, made window displays a very prominent part of the campaign. He "set up" a variety of displays in his factory. These were passed upon by the sales and executive forces, photographed, and prepared and packed in units for shipment. He used "dummies" and display features other than his goods, which made his plan practical and lessened expenses. The photographs were shown to the men interested, in the stores approached, and the units required shipped. The decorator had thus before him a working chart. The system was very successful.

In instances when a number of smaller stores were approached, a schedule of acceptances was made up, and at a given time the required number of units were shipped and a decorator was sent by the manufacturer to the town to

"set up" the display. These displays were taken from store to store; shipped to the next town; used in the same way and destroyed when worn out.

The salesman in making arrangements used the window display as an inducement or reward in the larger store, and he made an order for goods a *condition* with the smaller stores.

WINDOWS THAT ARE PAID FOR.

One manufacturer has been very successful in paying a rate fixed by himself for the use of windows. His representative, governed by certain fixed rules, reports what he believes to be the "circulation" and pulling power of a window, and if he fails to secure it without charge, makes an offer authorized by the home office.

One manufacturer who has used window displays very successfully for a long time allows \$25 a week for any window he considers especially worth while to him. He will pay nothing for others, but, nevertheless, has a record of having had his goods on display a total of 545 weeks in 185 stores during 1914. His expenditures at \$25 a week to the stores he paid totaled only \$1925 for the year. His product sells at from \$2.50 to \$10. In 1915 he expects to spend \$5000.

Another manufacturer gives a special discount to the stores that give him windows. He generally manages to get a liberal order for goods at the time the deal is made.

A sweater manufacturer tried for three years to get his goods in a certain store. Finally he offered his best price on an order for 20 dozen assorted. He gave one dozen assorted for a one-week's window display. That was two years ago. The total sales in that time were 325 dozens. Of course, when the store saw the sweaters "going" they advertised them and pushed them by other methods.

There is this difference between securing windows and getting newspaper advertising. In the case of newspaper space it is an actual cash outlay subject to many and varied opinions, conditions and circumstances. Moreover, the advertising man is under pressure from every buyer for space, which is relatively of greater importance than the windows. The windows, on the other hand, are there. They must be "dressed." They can be changed as often as desired; an experiment in a window need cost very little, while newspaper experiment is costly.

COST OF ALTERATIONS IN PROOFS

The following communication to the *Bulletin* of the Authors' League by Joseph W. Lippincott, of the J. B. Lippincott Co., is of interest as a frank statement of the dollars and cents aspect of author's corrections in proof:

"Since authors in general feel a real interest in most or all matters connected with the production of literature, it seems worth while to consider, at least for a moment, to what a large extent alterations in proofs have increased the cost of books. I refer, of course, to alterations that are in addition to corrections of any errors typographical.

"The publisher, fully aware of the importance of perfect 'copy' is in a peculiarly difficult position in regard to these. The author, according to contract, usually agrees to place in his hands the *complete* manuscript, 'copy' properly prepared for the work of the compositors. The type is set, proof sent to the author and returned in some cases with changes in nearly every paragraph. And now comes the difficult problem: If the author feels that the alterations increased the value of the book—made it more perfect—is there any real reason why the alterations could not have been made before the manuscript was put in hand? Perfect copy would be an ideal thing, *worth striving for*, not on the publisher's account alone, for it is possible for him to limit the amount of extra cost he will bear, but also on the author's account and that of the interest of literature in general. In other words, a very large sum per annum is going to the expense account when it should be shown in lower list prices and properly proportioned returns to the author and the publisher.

"To be sure, stories look differently when changed from typewritten sheets into regular print; technical books must necessarily have added in their pages what discoveries have been made in their respective subjects between the time they go to the publisher and that when they appear in the galleys, but even so, this ideal, and it is a golden ideal, remains to be striven for.

"One large book, the composition room figures of which I have before me, cost in round figures approximately twenty-three hundred dollars in type work. Of this sum over thirteen hundred dollars was due to extra charges. I also remember a volume on which the cost of following 'copy' came to approximately fourteen hundred dollars and the author's alterations to about two thousand additional. Fiction writers seem to make changes amounting on an average to about 20 per cent. of the original cost. Some authors do not change a single line.

"It would be decidedly unwise to curtail changes that add to the value of a literary work; but is it not possible for all writers instead of a few to do the polishing before the work goes to the typesetters? It is vastly more easy to make a correction on a page of script or on one typewritten than to have the printer hunt up each change in his heavy type chases, run off the change on his machine, insert it in the right chase, make proof to verify the correctness of his spacing, etc., have this read and passed on, etc.

"Now that the linotype machine has come, the change or addition of a mere comma means remaking a whole line; the addition of a word or elimination of a word in the middle of a paragraph, however long, usually means the resetting of that paragraph from that point to the end. If the publisher did not prepare the average 'complete copy' before starting the composition, that is to say, improve the punctuation, verify spelling, capitalization, uniformity of abbreviations and of the writing of numbers and amounts, verify also foreign words and a host of other things,

there would be a vastly greater cost burden on literature.

"The publisher, if he has his own manufacturing plant, employs, as you know, a long line of trained proof-readers and can usually guarantee that 'copy' will be followed to the letter. At our Washington Square Press each book receives at least five and generally six readings; technical books often many more, depending upon the number of changes made by authors. Systems at other presses are much the same. The perfect book is everyone's aim, and to this perfect 'copy' is perhaps the first and main step, although its importance to literature is not yet always understood."

THE PRINTING TRADE IN FRANCE DURING THE WAR.

With some of its richest and most productive counties invaded and after over a year of war, it is gratifying to note that trade conditions in France are at the present time quite satisfactory, and this in spite of the moratorium which is still subsisting, says Theodore Birch, Officer de l'Instruction Publique in *The British & Colonial Printer*.

According to official statistics recently published, the result of an inquiry held amongst 37,138 industrial and commercial concerns, employing over a million persons in normal times, in July last 79 per cent. were open as against 49 per cent. only in August of last year. The number of the employed which fell in that month to as low as 35 per cent. had gradually increased to 46 per cent. in October, 58 per cent. in January, and 64 per cent. in April, and in July the number of workers amounted to 885,314, that is 60 per cent. of those usually employed.

None of the big printing establishments were closed, and be it said to the credit of the leading firms in France, every one of them strove hard, not only to keep in employment those of the workers who were ineligible for the army, but also to succour the families of those who were either gallantly fighting at the front or discharging their military duties otherwise and thus contributing their share to the principles of liberty and civilization. A fine example was set by the Imprimerie Chaix, the premier house in France, which has been paying away weekly tens of thousands of francs in this respect.

Early in the war paper and other materials became scarce, but these set-backs were successively overcome, and moreover the French Government very wisely enacted a law which allows foreign news paper weighing up to 30 grammes per square metre, as well as cellulose, mechanical and chemical pulp used in the manufacture of such papers, to enter France free of duty, now and until three months after the cessation of hostilities.

The most serious problem with which master printers are confronted at present is the shortage of labor. It is evident that the old men, the crippled, and the youngsters who have been taken on, do not form an effective counterpart to the skilled craftsmen who are absent. No strikes have happened, nor are

they likely to occur, since complete harmony exists between capital and labor. The employment of women has considerably increased and many of them are replacing men in various duties not requiring technical knowledge or experience.

The *Union des Maîtres Imprimeurs de France* has continued to hold its committee meetings. Members of the Union in every part of the country have received valuable advice or effective help. *Le Bulletin*, the official organ of the Union, has reappeared, after only a few months' stoppage.

RECORD OF AMERICAN BOOK PRODUCTION, DECEMBER, 1915.*

INTERNATIONAL CLASSIFICATION	New Publications		By Origin			Total
	New Books	New Editions	American Authors	English and Other Foreign Authors		
				American Manufacture	Imported	
Philosophy	26	14	34	2	4	40
Religion, Theology	65	4	54	1	14	69
Sociology, Economics	57	2	54		5	59
Law	25	4	29			29
Education	17	2	18		1	19
Philology	16	4	10	9	1	20
Science	50	3	47	1	5	53
Applied Science, Engineering	31	5	26		10	36
Medicine, Hygiene	27	7	31		3	34
Agriculture	24	1	25			25
Domestic Economy	9	1	10			10
Business	16	2	15	1	2	18
Fine Arts	13	1	9		5	14
Music	8	1	6		3	9
Games, Amusements	12		8		4	12
General Literature, Essays	22	10	20	6	6	32
Poetry and Drama	58	16	55	12	7	74
Fiction	27	2	19	4	6	29
Juvenile Books	23	3	16		10	26
History	61	2	43	2	18	63
Geography, Travel.	46	1	43		4	47
Biography, Genealogy	41	1	38		4	42
General Works, Miscl....	15		15			15
Total	689	86	625	38	112	775

*These figures include pamphlets, of which 199 were recorded in December. In December, 1914, 964 new books and 133 new editions were recorded.

BOOK-TRADE ASSOCIATIONS.

NEW YORK BOOKSELLERS' LEAGUE HOLDS
SUCCESSFUL DANCE.

THE dance given by the New York Booksellers' League at the Strand Roof Garden on Thursday evening was a success in every respect. Approximately one hundred were present, including members of the book-trade from both New York and surrounding cities. Dancing began early and was interrupted at ten o'clock for a light supper. During the course of the evening two prizes were awarded, the ladies' prize going to Miss Sully, daughter of Mr. George Sully, of Sully & Kleinteich, and Horace H. Barse, son of Mr. William J. Barse, of Barse & Hopkins, and himself connected with that house, winning the gentlemen's prize. The ladies' prize, as announced earlier, consisted of one of the famous "Betty Wales" dresses, while the gentlemen's prize was an order for a Knox hat.

COMMUNICATIONS.

THE LIBRARY AND THE PRICE-CUTTER
Public Library Commission of Indiana,

Indianapolis, Nov. 30, 1915.

Editor PUBLISHERS' WEEKLY:

I have just finished reading with my usual interest your editorial in the PUBLISHERS' WEEKLY for November 27th, on "What to do with price-cutting competition." I take it that you have in mind the individual customer who buys at list price or at such cut-rates as are offered him at counter prices. The present situation in the library book-trade is such, however, that whether or not you were cutting the coat for librarians, it seems to fit those of us who buy where we can buy cheapest, provided, of course, we also get satisfactory service. You say, "We are very glad to say that price-cutting in the book-trade is still a rare exception, rumors and threats to the contrary notwithstanding." Until recently, librarians have been trained to expect almost uniform discounts from dealers—say, for instance, ten or at most twelve per cent on new net books. If my local dealer offered me only ten per cent and a New York or Chicago jobber offered me twelve, I could still feel justified in purchasing of the local dealer and indulge what I consider a very justifiable prejudice that money derived from taxation should be spent, as far as business principles allow, within the taxed territory. I would even go so far as to say that a library would be justified in paying to its local dealer five per cent more than to a foreign dealer—and this also in the face of the fact that a metropolitan jobber can give much quicker service than a local dealer.

Recently, however, several large dealers have been making unusually long discounts to libraries whose annual purchases reach even a fairly large amount. Some of our larger libraries have been able to get discounts which make the price paid by the library approach closely the wholesale price paid by the dealer. I even know of instances where the local dealer, to hold the library's trade, furnishes books to the library at cost to the dealer.

Even with an annual expenditure of less than \$3000 for books, I am able to better my local dealer's discounts by from fifteen to sixteen per cent on all classes of books. You meet us with this argument, "And although human nature is such that it may be difficult to convert the customer if there happens to be a cut-rate shark around the corner offering outrageous discounts, yet the average individual hates to be an economic grafter even in his own mind, and it is easy for any bookseller to show him clearly that this is exactly what the man who patronizes the price-cutter is." "Economic grafters" we librarians may be, but I believe that the consciences of most of us assure us that when we are spending public funds with a view to maximum returns for least possible expenditure, we are justified only in obtaining the lowest price possible, regardless of business discomfiture of our local dealers and the possible questionable business ethics of members of the book-trade.

It is no longer necessary for a library to buy at a fixed scale of discounts, and every library is justified in getting the most advantageous price, regardless of the indulging of dealers in "merchandizing degeneration."

Are you not even expecting too much of the private buyer when you expect him to pay \$1.50 for a book he can buy in the next block for \$1.35? If the house which sells at \$1.35 can so organize its business as to pay overhead charges and sell at such a price, must the public be expected to be altruistic enough to help pay the greater overhead charges or the greater profits of the \$1.50 house? In certain kinds of retail trade large numbers of purchasers are entirely willing to pay a premium for the name of some house and the consequent certainty as to the quality of the article purchased, but a new copy of Kipling's *Jungle Book* published by the Century Company, is as good when bought of the cheapest department store as when bought of the highest class book store in town. The author and publisher guarantee the quality, not the retailer.

I trust you will not think me contentious.

HENRY N. SANBORN.

PERSONAL NOTES.

GEORGE H. DORAN sailed for England on the *Rotterdam* on December 28.

HENRY JAMES was among those who were awarded the Order of Merit by King George of England on New Year's Day.

J. ROWLAND MIX, formerly business manager of *Scribner's Magazine*, has severed his connection with Charles Scribner's Sons to found the J. R. Mix Advertising Agency. Charles Scribner, Jr., succeeds him as business manager of the magazine.

F. T. J. NUNAN, chief traveling salesman of The Page Company, severed his connection with that firm on January 1st. He is planning a long vacation, probably including a trip to England, before making other business arrangements.

PERIODICAL NOTES.

Harper's Weekly begins 1916 in a shape slightly different, changed typography, and a decorative cover which is a distinct improvement.

The Labor Gazette, a new monthly devoted to an impartial review of labor and industrial conditions, is published by The Labor Gazette Publishing Co. of Washington, D. C. It is non-partisan and records without editorial comment, from the most authoritative sources available, labor disputes, trade conditions in the principal industries, resumés of State and Federal reports, and of special investigations, abstracts of the more important publications appearing from time to time, etc. Its format resembles somewhat that of *The New Republic*.

IN THE NEW YORK SUPREME COURT, December 20, a jury found a verdict for *Good Housekeeping Magazine* in the libel suit brought by Mrs. Jean Abernethy Bishop, proprietress of a remedy known as "Get Slim." The suit for \$50,000 damages was based upon an article in *Good Housekeeping* by Dr. Harvey W. Wiley, in which the remedy was not only denounced as a fake, but was represented as positively injurious to the human digestive system. According to the analysis made by Dr. Wiley, "Get Slim" was shown to be composed of citric acid, sugar and coloring matter.

LITERARY AND TRADE NOTES.

"HELD TO ANSWER," a novel by Peter Clark Macfarlane, will be published by Little, Brown & Co. on February 9.

THE LAMB PUBLISHING Co. announce that they have secured the entire remainder of certain items of Doubleday, Page & Co. publications—totalling over 100,000 volumes.

"THE WRITING ON THE WALL," a book on American unpreparedness by Eric Fisher Wood, author of "The Notebook of an Attaché," will be published January 20 by the Century Co.

THE JOHN LANE Co. announces "Sadie Love" by Avery Hopwood, a spicy comedy of a frenzied honeymoon. Both "Sadie Love" and Mr. Hopwood's "Fair and Warmer" are now having successful runs on the stage in New York City.

THE HODDER & STOUGHTON \$5000 prize novel, "The Pioneers," by Katharine Susannah Prichard, will be published by the George H. Doran Co. during January. The novel deals with Australia in the early days when it was still one of the world's frontiers.

"SIX STAR RANCH" by Eleanor H. Porter was published originally by the Page Co. under the pseudonym "Eleanor Stuart." As there is no new Eleanor H. Porter book scheduled for 1916, the publishers have decided to bring out "Six Star Ranch" on January 20 under Mrs. Porter's own name.

THE MANY CHANGES, including the new system of bidding values, authorized by the Whist Club of New York in the new code of

auction laws issued June, 1915, have entailed many alterations in the game of auction bridge. To meet these changes Grace G. Montgomery has written "Modern Auction in Ten Lessons," which Scribner has just published.

OWING TO THE INCREASED cost of manufacture, the Oxford University Press (American Branch) state that they are compelled to make a general advance in prices on Oxford Bibles, Testaments, prayer books and hymnals, etc., to take effect January 1, 1916. New price lists are being prepared and will be supplied as soon as possible. It is understood that other Bible houses will shortly have to take the same step.

ACCORDING TO THE most trustworthy statistics the supply of brides is not running short. In verification of the census reports to this effect, Jordan & Company can point to a twenty-five year record of "bride book" sales, a record which seems likely to be continued indefinitely. New books for the new brides are now ready and doubtless new brides are ready for the new books. Booksellers should see to it that the books and brides are brought together.

THE TRADE SHOULD note that Winfield Scott Hall's "Sexual Knowledge" is published now by the John C. Winston Co. It was taken over by them with the other assets of the International Bible House which they purchased. The John C. Winston Co. notifies the trade that although advertisements under old contracts are still appearing under the name of the American Publishing Co., orders for "Sexual Knowledge" will hereafter be filled by them.

GARDENERS BEING PROVERBIALY mild individuals and suffragettes proverbially wild, there ought to be some interesting reading in "I Pose" by Stella Benson, in which a gardener falls in love with a suffragette and the two sally forth into the world together, the gardener posing as a vagabond and the suffragette as a "bold, bad" woman. The Macmillan Co. will publish "I Pose" on Jan. 10.

THE AFOREMENTIONED gardener might have kept out of trouble if he had attended strictly to his garden all winter as well as summer. A volume on the proper care of gardens in off seasons, "My Garden in Autumn and Winter," by E. A. Bowles, has recently come from the Dodge Publishing Company. From the same house comes "A Book of Good Luncheons for My Friend," by Mary J. Lincoln, "The Last Word on Auction" by Elizabeth Hanna, including the important 1915-16 changes and "100 Ways of Cooking Fish" by Fillipini, the famous chef, who proves that his reputation is well deserved.

WITH THE NEW YEAR comes the promise of a new Harold Bell Wright book, "When a Man's a Man." The author is now revising the manuscript in a camp in Arizona—the scene of the story. Although the publication date is August 10, 1916, the Reilly & Britton Co. report that before the close of the old year the Western News Co. had signed a contract for 125,000 copies—which they claim to

be the largest single order ever placed for a copyright novel at full price.

THE HOUGHTON MIFFLIN Co. announce the following books to be published the 15th of January: "The Beloved Physician," Stephen Chalmers' reminiscences of Dr. Trudeau; "The Bottle-Fillers," a story of the seas by an English author, Edward Noble; "On Alpine Heights and British Crags" by George D. Abraham; "The English Poems of George Herbert," edited by George Herbert Palmer and published in a single volume; and Robert Herrick's book of war impressions, "The World Decision."

"ROSE COTTINGHAM," a novel by Netta Syrett, which G. P. Putnam's Sons will publish the middle of this month, might be called "The Making of a Modern Woman." The story begins in 1885, when Rose Cottingham, the heroine, is nine years old. It shows us Rose first as a child at war with her home environment, then her life as a school girl, and then her wider emotional and intellectual experiences when she goes out into the world and mixes in literary society. The book is not only a subtle study of a girl's development, but is also a picture of the social and literary life of the late Victorian period, the period of *The Savoy* and *The Yellow Book*, of Oscar Wilde and Aubrey Beardsley, of the æsthetic and the earlier Socialist movements.

"LIFE AND GABRIELLA," the first novel by Ellen Glasgow in nearly three years, will be published January 15 by Doubleday, Page & Co. "No life is so hard that you can't make it easier by the way you take it. I want to be happy, I have a right to be happy, but it depends on myself." Thus argued Gabriella with herself. Behind her lay the collapsed fabric of her house of dreams. Before her—whatever she could make of life. Turning her back resolutely upon the outworn traditions of Southern gentility in which she had grown up, a gentility that was penniless and resigned, Gabriella set about building a new life of usefulness which would achieve for her two precious possessions: independence and happiness. The story of this girl's life in New York, of her heroic fighting and of her eventual achievement is one theme of the book.

THE PUBLISHERS of *Everyman's Library* have decided to give away 1000 volumes in prizes in order to stimulate a wider public acquaintance with these books. They are offering prizes of 250, 150 100 and 500 single volumes for the most satisfactory and helpful expressions of opinion, in answer to the two following questions: What ten volumes now in *Everyman's Library* are the best ones with which to start a library. What ten volumes from the list on the reverse of this sheet, not now included in *Everyman's Library* are the most desirable additions to that series? After the return of the ballots—which must be before March 1st, 1916, to receive consideration—prizes will be awarded to those whose ballot most nearly coincides with

the list of volumes receiving most votes: First prize, 250 volumes of *Everyman's Library* to be selected by the winner, from the present list, cloth binding. Second prize, 150 volumes of *Everyman's Library* to be selected by the winner, cloth binding; third prize, 100 volumes of *Everyman's Library* to be selected by the winner, cloth binding; five hundred consolation prizes of one volume each of *Everyman's Library* to be selected by the winners whose lists are next in agreement with the final list, cloth binding as above. A blank ballot and the list of books not now included in *Everyman's Library* referred to in question two above will be sent upon request.

BUSINESS NOTES.

CASPER, WYO.—C. H. Matthews has opened up a stationery and book store in the front room of the offices in the Butler Building.

JUNEAU, ALASKA.—Oscar Hoedl is starting a bookstore here. His address is P. O. Box 1094.

NEW YORK CITY.—C. Gerhardt & Co., 120 E. 59th Street, announce the withdrawal of Christian Gerhardt from their firm. The senior partner, M. Harzof, will continue the business as heretofore under the same firm name.

NEW YORK CITY.—The Pedagogical Publishing Co., Publishers of the *School Journal* and *Teachers' Magazine*, at 31 East 27th Street, has filed schedules in bankruptcy, showing liabilities of \$12,410 and assets of \$206, consisting of office furniture, \$100; accounts, \$106; and 98 shares of the School Journal Publishing Co., value unknown. The largest creditor is William E. Ives, \$11,000, balance due on purchase price of the business.

ROCKY MOUNT, N. C.—Abram Book Co. has been succeeded by Thomas Book and Stationery Company.

SAN JOSE, CAL.—Mrs. Anna E. Miller has opened a book, stationery and confectionery store at 22 San Fernando Street.

AUCTION SALES.

JAN. 3-31 FROM 9 A. M. TO 5 P. M. Catalogue of the famous collection of early miniatures and ancient manuscripts, the property of M. Léonce Alexandre Rosenburg, Paris. (118 lots.)—Anderson. (Private sale.)

JAN. 12 AND 13 AT 10 A. M. AND 2 P. M. (Four sessions.) Catalogue of the private library of the late Rev. Adin Ballou, Hopedale, Mass. [etc.] (1611 lots.)—Libbie.

JAN. 12, 13 14, AT 2:30 AND 8:15 P. M. (Six sessions.) Catalogue of the fine library of John C. Burton, Milwaukee. Pt. 5, Civil War material. (No. 1190; 1354 lots.)—Anderson.

JAN. 14 AT 2:30 P. M. (One session.) Catalogue of first editions of modern authors from the library of a western collector with additional volumes of American history and genealogy. (379 lots.)—Walpole.

JAN. 17, 18, 19 AT 2:30 P. M. (Three sessions.) Catalogue of the library of the late Daniel Huntington and valuable miscellaneous books. (No. 1191; 1029 lots.)—Anderson.

Weekly Record of New Publications

The entry is transcribed from title page when the book is sent by publisher for record. Books received, unless of minor importance, are given descriptive annotation. Prices are added except when not supplied by publisher or obtainable only on specific request. The abbreviations are usually self-explanatory. c. indicates that the book is copyrighted; if the copy-right date differs from the imprint date, the year of copyright is added. Where not specified the binding is cloth.

A colon after initial designates the most usual given name, as: A: Augustos; B: Benjamin; C: Charles; D: David; E: Edward; F: Frederick; G: George; H: Henry; I: Isaac; J: John; L: Louis; N: Nicholas; P: Peter; R: Richard; S: Samuel; T: Thomas; W: William.

Sizes are indicated as follows: F. (folio: over 30 centimeters high); Q. (4to: under 30 cm.); O. (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); Tt. (32mo: 12½ cm.); Fe. (48mo: 10 cm.); Sq., obl. mar., designate square, oblong, narrow. For books not received sizes are given in Roman numerals, 4°, 8°, etc.

- Adam, Rob., and Adam, Ja.** Architecture, decoration and furniture of Robert and James Adam. 2 v. New ed. N. Y., W: Helburn [418 Madison Ave.] il. portfolio, \$20; v. 1 \$8; v. 2 \$10
- Adams, Eliz.** My children's scrap-book. N. Y., L. A. Noble [31 W. 15th St.] 15 c.
- Adams, Morley.** Toy making at home. N. Y., Stokes. '15 il. 8° bds. 60 c. n.
- Adams, W: H: Davenport.** Days of chivalry. New ed. Bost., Page Co. 326 p. il. 12° \$1.25
- Aguilar, Grace.** Days of Bruce. Phil., Jacobs. il. 12° 50 c. n.
- American (The) college;** a series of papers setting forth the program, achievements, present status, and probable future of the American college; with an introd. by W: H. Crawford. N. Y., Holt. c. '15 11+104 p. D \$1.25 n.
Chapters were specially prepared by William H. P. Faunce, Paul Shorey, Charles Haskins, John H. Finley and other authorities for the celebration of the One Hundredth Anniversary of the founding of Allegheny College. Emphasis is laid on the American college of the present and future.
- Anderson, Bp. W: Franklin, ed.** The challenge of to-day; message of the first state convention of Methodist men, held in Columbus, Ohio, March 17-19, 1915. Columbus, O., Meth. Bk. Concern. c. '15 250 p. il. maps 8° \$1 n.
- Arnold, Horace Lucian, and Faurote, Fay Leone.** Ford methods and the Ford shops. N. Y., Engineering Magazine Co. 10+440 p. il. pors. fold. pl. 2 fold. plans. 4° (Works management lib.) \$5
- Ashley, Raymond Harman.** Chemical calculations. N. Y., Van Nostrand. '15 19+276 p. il. \$2
- Averette, Mrs. Annie.** Facts about Saint Augustine, Florida. [St. Augustine, Fla., Record Co.] c. '15 32 p. il. por. 12° 25 c.
- Baillet, H: F.** Overhead expense and percentage methods; a lecture on the cost of doing business, explaining how to find it and what to do with it when found; with practical examples of its use taken from actual business experiences. N. Y., D. Williams Co. [239 W. 39th St.] c. '15 128 p. 12° \$1
- Balls, W: Lawrence.** Egypt of the Egyptians. N. Y., Scribner. '15 16+266 p. il. pls. por. map D \$1.50 n.
Describes an Egypt unknown to the tourist, its history, agricultural development, and customs. Omits religion, politics and intrigue. Author was for nine years a resident. He designed the Giza cotton experiment station and system of pure seed supply for Egyptian cotton.
- Barranco, Manuel.** Mexico; its educational problems—suggestions for their solution. N. Y., Teachers College, Columbia University. c. '15 7+78 p. 8° (Contributions to education) \$1
- Bautain, Abbé Louis Eugene Marie.** The art of extempore speaking; with a foreword by Andrew D. White. New ed. N. Y., McDevitt-Wilson's, Inc. [30 Church St.] c. '15 10+234 p. O bds. \$1.50 n.
- Beard, Patten.** The bluebird's garden. Bost., Pilgrim. c. '15 164 p. il. col. pls. D \$1 n.
Short stories for children about flowers, elves, birds and beetles.
- Benediall, B. Y.** Blind sight; front. [in col.] by G: Gibbs. N. Y., Dodd, Mead. c. '15 366 p. D \$1.35 n.
A robbery was committed in an aristocratic and wealthy family and Joel Hunter, a young clerk who had written for the papers, was sent to mingle with the house guests as a sort of detective. He detects the criminal under strange and dramatic circumstances. He also meets and falls in love with Ursula, the blind daughter of the house. There are complications in the romance. Ursula's family object to Joel's lack of connection and Ursula has doubts of another kind; but an accident reveals her true feelings to herself and the blind girl recognizes the value of true love.
- Bigelow, Fk. Hagan.** A meteorological treatise on the circulation and radiation in the atmospheres of the earth and of the sun. N. Y., Wiley. 11+431 p. diagrs. 8° \$5
- Bobbitt, J: Franklin.** What the schools teach and might teach. Cleveland, O., Survey Committee of the Cleveland Foundation. c. '15 108 p. 12° (Publications) pap. 25 c.
- Booth, C: Edn. [Gideon Harris, pseud.], and others.** Audel's answers on practical engineering for engineers, firemen, machinists, and those desiring to acquire a working knowledge of the theory and practice of steam engineering; a practical treatise. N. Y., T. Audel & Co. [72 Fifth Ave.] c. '15 254 p. il. 16° \$1
- Bougaud, Mgr. Emile i. e. Louis Victor Emile.** Life of Blessed Margaret Mary Alacoque (revelations of the sacred heart to Blessed Margaret Mary); [tr.] from the French by a Visitandine of Baltimore. [New ed.] N. Y., Benziger. c. '90 401 p. D 50 c. n.
- Brennan, W. A.** Tobacco leaves; being a book of facts for smokers. Published for Index Office, Inc. Menasha, Wis., G: Banta Pub. c. '15 222 p. front. D \$1.25
The production, competition, marketing of tobacco and other facts of interest to the smoker. Author is member of Department of Medical Sciences, John Crerar Library, Chicago.

Brooks, C. S. Journeys to Bagdad; il. with original wood-cuts by Allen Lewis. New Haven, Ct., Yale Univ. c. '15 140 p. O bds. \$1.50 n.

Essays: The worst edition of Shakespeare; The decline of night-caps; Maps and rabbit-holes; Tunes for spring; Respectfully submitted—to a mournful air; The chilly presence of hard-headed persons; Hoop-skirts and other lively matter; On traveling; Through the scuttle with the tinman.

Bryant, Mrs. Maria Warren Whitman. Genealogy of Edward Winslow of the Mayflower, and his descendants, from 1620 to 1865, by Maria Whitman Bryant, daughter of Elizabeth Winslow and (Judge) Kilborn Whitman, of Pembroke, Mass. [New Bedford, Mass., Herb. Pelman Bryant, 30 Seventh St.] c. '15 10+233 p. il. pls. pors. coat of arms Q \$5 bxd.

Genealogy of descendants of Governor Winslow complete to the seventh generation. Contains copies of portraits from old Winslow House.

Burton, Marion LeRoy, D.D. First things; a baccalaureate address; delivered June 13, 1915. Bost., Pilgrim. c. '15 38 p. D bds. 50 c. n.

Address to young people holding up high ideals. Deals at several points with the war and the present world situation. Author is president of Smith College.

Carpenter, E. The healing of nations and the hidden sources of their strife. N. Y., Scribner. '15 266 p. D \$1 n.

Studies on the present war including titles: War-madness; The roots of the Great War; The case against Germany; Colonies and seaports; War and the sex impulse.

Chase, Mary Ellen. His birthday. Bost., Pilgrim. c. '15 45 p. front. D bds. 50 c. n.

Contents: The boy Jesus in Nazareth; The birthday gifts; The story of Jesus' first birthday re-told.

Chesley, Betsey Hotton, and Chesley, Alb. Meader. Mission study for older boys; twenty lessons on Sherwood Eddy's "The new era in Asia." N. Y., Assn. Press. c. '15 58 p. front. D pap. 20 c.

Chicago. Public Library. Municipal Reference Library. Speculation or scalping in amusement tickets; analysis of municipal ordinances prohibiting or regulating the sale of tickets of admission at advanced prices; prepared at the request of Alderman Willis O. Nance, member of the Chicago City Council. [Chicago, The Library.] 20 p. 8° (Municipal reference bull.)

Clymer, Reuben Swinburne. Æth mystery; includes the Æth drills, the Æth body and the Æth world, the divine science of the soul, the highest development of soul powers, and the divine mystery of sex. Allentown, Pa., Philosophical Pub. 48 p. 8° pap. 10 c.

Coburn, Alvin Langdon. Moor Park, Rickmansworth; a series of photographs; with an introd. by Lady Ebury. [N. Y., Scribner.] '15 55 p. il. mounted pls. O bds. \$2 n.

Twenty reproductions of photographs by Alvin Langdon Coburn of Moor Park, Hertford County, England, with an historical note by Lady Ebury and a description by Sir William Temple.

Cook, Estelle. Kindling the hearth fire: a rural drama. Minneapolis, Univ. of Minn. c. '15 40 p. il. 8° (General ser.) 10 c.

Cram, Emma C. The David stories. Bost., Pilgrim. c. '15 54 p. il. col. pls. D bds. 50 c. n.

Stories about a little boy who lived in the Green Mountains a hundred years ago.

Crane, Joshua. Common sense in auction bidding. Bost., R. H. Hinkley Co. c. '15 23 p. 16° 25 c.

Crapsey, Adelaide. Verse. Rochester, N. Y., Manas Press [3 Castle Park, Mt. Hope Ave.] c. '15 95 p. S \$1

Currier, Alb. H., D.D. Biographical and literary studies. Bost., Pilgrim. c. '15 13+314 p. O \$1.50 n.

Describes lives and works of St. Augustine, John Knox, George Herbert, Thomas Fuller. Discusses themes, Immortality, The value and use of the imagination in preaching and in religious literature, and The psychological value of self-forgetfulness. Bibliography. Index.

Davidson, Hannah Amelia Noyes [Mrs. C. Davidson]. Studies in modern plays; a study outline. White Plains, N. Y., H. W. Wilson Co. c. '15 44 p. (bibls.) 12° (Study outline ser.) 35 c. n.

Dean, Rev. J. T. The Book of Revelation. [N. Y., Scribner.] '15 191 p. D (Handbooks for Bible classes and private students) 90 c. n.

Commentary on Book of Revelation.

Deffenbaugh, Wa. Sylvanus. School administration in the smaller cities. Wash., D. C., Gov. Pr. Off. 240 p. 8° (U. S. Bu. of Education bull. no. 44)

De Vinne, Thdr. Low. Theodore Low De Vinne, printer. N. Y. [De Vinne Press] '15 111 p. (14½ p. bibl.) il. pls. pors. Q bds. (Priv. pr.) bxd.

Appreciation of Theodore L. De Vinne, including biographical sketch; addresses given at a memorial meeting; resolutions of corporations, societies, clubs; informal tributes of friends, business associates and the press. Printed in Renner type.

Disch, Emil H. The right way to figure plumbing. Milwaukee, J. H. Yewdale & Sons Co. '15 53 p. il. 12° \$3

Dorrett, Mrs. Olive Barbee Wilson. Music and the play instinct. Yonkers-on-Hudson, N. Y., World Bk. Co. c. '15 55 p. il. 12° (Play school ser.) 30 c.

Ennis, W. Duane. Applied thermodynamics for engineers; with 316 illustrations. 4th ed. N. Y., Van Nostrand. 17+503 p. diagrs. 8° \$4.50 n.

Enock, C. Reginald. The tropics; their resources, people and future; a description of the tropical lands of Africa, Asia, Central and South America, Australasia and the Pacific; their natural products, scenery, inhabitants and industries, and the possibilities of their future development; with 64 illustrations. N. Y., Scribner. '15 23+466 p. pls. fold. col. maps O \$4.50 n.

Gives a description of the people and topography of the lands of the tropics and forms a basis (for the tropics) of what author terms the new science of constructive human geography. Index.

- Exner, Max Jos., M.D.** Problems and principles of sex education; a study of 948 college men. [N. Y., Assn. Press.] c. '15 39 p. O pap. 10 c.
- Farmer, Mrs. Lillian Van Ornum.** Mrs. Farmer's champion health cereal blend bread book; the original recipes of a practical book. [Seattle, Wash., Royal Pr. and Stamp Co.] c. '15 15 p. 12° 25 c.
- Fowle, Fk. E.** The Chuzzlewits; or, Tom Pinch; a dramatization in five acts of Charles Dickens' famous novel "Martin Chuzzlewit." Bost., W. H. Baker & Co. c. '16 72 p. 12° (Baker's edition of plays) 25 c.
- Frost, Jonathan Burwell.** The walking of the ghost; or, the greatest Hamlet; involving a new and unique interpretation of the drama, Hamlet, Prince of Denmark; a complete analysis of the character, Horatio, not hitherto interpreted in literature; a new and touching analysis of Ophelia not hitherto suggested; evidence of the walking of the ghost, his personality and purpose; the madness of Hamlet, and ruin of the house of Denmark, and an appreciative review of Hamlet as presented by J. E. Kellard and his capable company. Atlanta, Ga. [The author.] c. '15 16 l. il. pls. pors. obl. 4° \$2.50
- Fuller, C. H., Co.** Advertisers' directory of leading publications: annual. Chic., C. H. Fuller Co. [629 S. Wabash Ave.] 450 p. il. 8° \$5
- Gates, W: Gilford.** The propagation of mink and marten. [Spokane, Wash., Shaw & Borden Co.] c. '15 124 p. il. por. 16° \$1.50
- Great Western Compiling Co.** Complete guide and instructions in the collection, compilation, classification and sale of names and addresses. [South Bend, Ind.] Great Western Compiling Co. c. '15 14 p. 8° \$2
- Guthrie, Anna Lorraine.** Municipal civics, a study outline. White Plains, N. Y., H. W. Wilson Co. 32 p. 12° (Study outline ser.) 25 c. n.
- Hall, Kate Montague.** Paintings of the exposition. Artists proof ed. San Francisco, J. E. D. Trask. c. '15 12 mounted col. pls. obl. f° \$15 (1000 sets)
- Hart, Alb. Bushnell.** The Monroe Doctrine; an interpretation. Bost., Little, Brown. c. 14+445 p. (15½ p. bibl.) col. fold. map O \$1.75 n.
Object of book is to present what the Monroe Doctrine has meant from time to time; what it actually means to-day; and what the difficulties are in the way of making it work in the present disturbed international situation. Index. Author is professor of the science of government, Harvard University.
- Hartfield, J: W.** Sterling produce tables, transferring the cost of any article from cents per lb. into sterling per cwt. of 112 lbs., ranging from .05 cent to 15.95 cents by .05 cent per lb., and from 1-16 to 15 15-16 cents by 1-16 cent per lb., exchange from \$4.50 to \$4.74 by single points; including ocean and western through freights; this is an appendix to J: C. Hartfield's original book, issued in 1893, containing exchange from \$4.75 to \$4.89. N. Y. [The author, Produce Exchange Bldg.] c. '15 20 p. 12° \$2.50
- Harvard University. Graduate School of Business Administration.** Harvard system of accounts for retail grocers; explanation of the profit and loss statement. Cambridge, Mass., Harvard Univ. 24 p. 12° (Bu. of Business Research bull.) pap. 50 c. n.
- Huckel, Oliver.** The thorn tree that bloomed at Christmas. Bost., Pilgrim. c. '15 20 p. front. D pap. 25 c. n.
Some teachings from the legend of the thorn tree at Glastonbury Abbey.
- Hudson, W: H:** Adventures among birds. N. Y., Kennerley. 324 p. 8° \$2.50 n.
- Huntington, Ellsworth.** Civilization and climate. New Haven, Ct., Yale Univ. c. '15 12+333 p. figs. maps tabs. O \$2.50 n.
Shows how climate has affected race, religion, institutions. Includes topics: The white man in the tropics, effect of the seasons, vitality and education in the United States, climatic hypothesis of civilization. Index.
- Hyndman, H: Mayers.** The future of democracy. N. Y., Scribner. 220 p. D \$1 n.
Essays: Social-democracy and the war; Nationalism and peace; Class-state socialism; The reorganization of English trade; The armed nation; Marxism and the future.
- Innis, Ja. Harvey, M.D.** Life's realities; modern thoughts on religion and the power of universal love. Grand Rapids [Mich.], Dean-Hicks Co. c. '15 240 p. por. 12° \$1.25
- International (The) standard Bible encyclopaedia; Ja. Orr, general ed., J: L. Nuel-sen, Edg. Y. Mullins, assistant eds., Morris O. Evans, managing ed. 5 v. Chic., Howard-Severance Co. c. '15 il. pls. (part fold.) maps 4° \$37.50**
- Jones, Harry Clary, and others.** Conductivities and viscosities in pure and in mixed solvents; radiometric measurements of the ionization constants of indicators, etc. Wash., D. C., Carnegie Inst. '15 7+175 p. il. pls. tabs. diagrs. O (Publications) pap. \$2
- Judaism. Liturgy and Ritual.** Festival prayer book; order of service, arranged by Rabbi Barnett A. Elzas. N. Y., Bloch Pub. [40 E. 14th St.] c. '15 68+68 p. 16° 40 c.
- Lawson, Rev. W: Elsworth.** The master light; an attempt to read the truth of life. Bost., Pilgrim. c. '15 15+149 p. D \$1 n.
Interpretation of the mind of Christ. Discusses: The Master Light and Christian consciousness; the Bible; the Universe; the being of God; the value of man; personality and truth.
- Leib, D: Deitch.** Problems in the calculus; with formulas and suggestions. Bost., Ginn. c. '15 11+224 p. 12° (Mathematical texts for colleges) \$1
- Maule, Harry E:** Boys' book of new inventions. N. Y., Grosset & Dunlap. '15 488 p. il. pls. 12° (Every boy's lib.) 50 c.
- Maynard, Colton.** School days of Elliott Gray, jr. N. Y., Grosset & Dunlap. '15 232 p. il. 12° (Every boy's lib.) 50 c.

McLaughlin, Rob. H. The Eternal Magdalene.

N. Y., Doran. c. 300 p. D \$1.25 n.

Elijah Bradshaw had been backer of a sensational campaign resulting in the breaking up of the segregated vice district of his city. A mysterious Woman claiming to be an outcast from this district appears to him and asks for admission to his home as a servant. Believing her to be the daughter of a woman he had deserted in young manhood, he allows her to stay. On the same day, another woman of the district curses him declaring his young daughter will be betrayed and his son commit forgery. These events take place and Bradshaw at first refuses to forgive his children. At length through the influence of the Woman, his heart is softened. She disappears after explaining that she is the Eternal Magdalene whose mission to teach compassion toward the unfortunate has been accomplished.

McLaughlin, Rob. J. History notes for the seventh grade. Rev. 1915. Phil., Walther Print. [Girard Ave. and 3d St.] c. 68 p. 12° 10 c.

McMaster, Harry Burton. Metal lath handbook. Youngstown, O., Associated Metal Lath Mfrs. [812 Wick Bldg.] 128 p. il. 8° \$1

Meany, Edmond Stephen. Governors of Washington; territorial and state. Seattle, Wash., Univ. of Wash., Dept. of Pr. '15 6+114 p. il. pors. D \$1

Brief biographies of twenty-two governors of Washington. Author is professor of history, University of Washington.

Mendes, Rev. H: Pereira. Jewish religion, ethnically presented. New ed. N. Y., Bloch Pub. 188 p. 12° 75 c. n.; bds. 40 c. n.

Micheaux, Oscar. The forged note; a romance of the darker races; il. by C. W. Heller. Lincoln, Neb., Western Bk. Supply Co. c. '15 15-521 p. il. 12° \$1.50

Monday Club. Sermons on the International Sunday-school lessons for 1916; forty-first series. Bost., Pilgrim. c. '15 9+385 p. D \$1 n.

Sermons covering the International Sunday school lessons for 1916 by thirty-two well-known Congregational ministers.

Monnette, Orra Eug., comp. California chronology; a period of three hundred and fifty years 1510-1860. Los Angeles, Cal. [The compiler, 308-310 S. Broadway.] c. 52 p. il. O bds. \$2

Significant events in the history of California arranged chronologically. Appeared first in 1915 Yearbook of the Society, Sons of the Revolution, in the State of California.

Moore, Forris Jewett. Experiments in organic chemistry; a laboratory manual designed to accompany Outlines of organic chemistry. 2d ed. rev. N. Y., Wiley. '15 8+29 p. 12° 50 c.

Moore, H: Fk. Oysters: the food that has not "gone up"; a little of their history and how to cook them. Wash., D. C., Gov. Pr. Off. 16 p. 8° (U. S. Bu. of Fisheries economic circ. no. 18)

Moore, J: H., and Minor, G: Washington. Concise business arithmetic. Bost., Ginn. c. '15 6+283 p. il. forms 8° (Moore and Miner ser.) 75 c.

Practical business arithmetic; rev. [ed.] Bost., Ginn. c. '15 6+461 p. il. forms 8° (Moore and Miner ser.) \$1

Mulford, H: Jones. Zeitkinder; a play to be read. Buffalo, N. Y. [The author] 107 p. 8° \$1

Muller, Julius W. The invasion of America; a fact story based on the inexorable mathematics of war. N. Y., Dutton. c. '15 352 p. il. pls. D \$1.25 n.

Story was written to answer question of how America could defend herself if invaded. Present war is practically ignored. Describes bombardment of the coast, the landing, failure of coast defenses, battle of New England, investment of Boston, defense of Connecticut, and the capture of New York City.

Myers, T: M. The Norris family of Maryland. Limited ed. N. Y., W. M. Clemens, 56-58 Pine St. 119 p. O pap. \$2.50

Orth, S: P., comp. Readings on the relation of government to property and industry. Bost., Ginn. c. '15 8+664 p. 8° \$2.25

Paine, Ralph Delahaye. Wrecking master. N. Y., Grosset & Dunlap. '15 192 p. il. 12° (Every boy's lib.) 50 c.

Palleyn, Nathan Dranald, pseud. The reuniting pilgrimage; a prose poem interpreting human life as an initiation. Medford, Mass., Modern Interpretations Press. c. '15 5-58 p. 12° 80 c.

Penman, J: Simpson. Poverty, the challenge to the church. Bost., Pilgrim. c. '15 12+138 p. D \$1 n.

Demonstration of the fact that "poverty is not wholly the result of defects of character, but partially of mal-adjustments of economic and social conditions." Maintains that the church can control that public sentiment which alone will change economic and social conditions.

Pollak, Gustav, comp. and ed. Fifty years of American idealism; the *New York Nation*, 1865-1915; selections and comments. Bost., Houghton Mifflin. c. '15 9+468 p. O \$2.50 n.

Commentary on the last half century of American social, political, and literary history. In commemoration of the fiftieth anniversary of the founding of the *New York Nation*, a veteran staff contributor has sketched its history and collected from its pages important articles by such men as Godkin, William James, Carl Schurz, and Thomas Wentworth Higginson. Index.

Pollard, Sanford D. Golden thoughts [poems]. N. Y. [The author] c. '15 9-76 p. 16° 35 c.

Pool, Bettie Freshwater. Literature in the Albemarle. Balt., Baltimore City Pr. and Binding Co. [Equitable Bldg.] c. '15 335 p. pls. pors. 8° \$2

Porter, Marjorie Elaine. Heart echoes [poems]. [Detroit, Mich., Moore Pr.] c. '15 9-42 p. 24° 75 c.

Preston, J: Peter Bosten; a story about realities. Lamoni, Ia. [Herald Pub. Ho.] c. '15 352 p. D \$1

Peter Bosten is a free-thinking writer. Religion, to him, is mere sentiment. He has a passion for the rational, which almost destroys him. His relief comes, finally,—not through science, by a chance, but from God.

Puddefoot, Rev. W: G: Leaves from the log of a sky pilot. Bost., Pilgrim. c. '15 13+200 p. il. pls. pors. O \$1 n.

Autobiography of W. G. Puddefoot, clergyman, missionary, soldier and author.

Puss in Boots. N. Y., Cupples & Leon. c. '15 no paging col. il. 4° (Kiddieland ser.) bds. 20 c.

- Rabenort, W: L:** Rabenort's geography: The United States as a whole. N. Y., Am. Book Co. c. '14 234 p. il. maps 8° 50 c.
- Railroad men's manual for computing compensation, applying on C. & N. W. r'y.** Boone, Ia., Gilgis & Warner. c. '15 48 p. nar. 16° 25 c.
- Raney & Dumas, Kansas City, Mo.** My architect; a compendium of suggestions for the prospective builder. Kansas City, Mo. [The author] c. '15 127 p. il. plans 8° \$1
- Red Riding Hood.** N. Y., Cupples & Leon. c. '15 no paging col. il. 4° (Kiddieland ser.) bds. 20 c.
- Rice, C: Baker.** Certainties and hopes, and other sermons. Bost., Pilgrim. c. '15 8+304 p. por. 12° \$1.25 n.
- Riddell, Newton N.** Heredity and prenatal culture considered in the light of the new psychology. Rev. ed. Chic., Riddell Publishers. c. '15 350 p. (3 p. bibl.) por. 12° \$2
Published 1900 under title: A child of light; or, Heredity and prenatal culture.
- Ridder, Herman.** Hyphenations; a collection of articles on the world war of 1914 which have appeared from time to time in the *New-Yorker Staats-Zeitung* under "The war situation from day to day." N. Y., M. Schmetterling [344 Bowery] c. '15 268 p. por. 12° \$1
- Ries, Heinrich, and Watson, T: L.** Engineering geology. 2d ed. N. Y., Wiley. 27+722 p. il. maps tabs. diags. 8° \$4
- Robbins, Edn. Clyde, comp.** Socialism. White Plains, N. Y., H. W. Wilson Co. '15 17+223 p. (9 p. bibl.) 12° (Handbook ser.) \$1 n.
- Robinson, Ja. Harvey.** The middle period of European history, from the break-up of the Roman Empire to the opening of the eighteenth century. Bost., Ginn. c. '15 9+421 p. (9 p. bibl.) il. pls. (part col.) maps 12° \$1.20
- Rackwood, Roy, pseud.** Dave Dashaway. N. Y., Cupples & Leon. c. '15 224 p. front. 12° (Dave Dashaway ser.) 40 c.
The Speedwell boys and their ice racer; or, lost in the great blizzard. N. Y., Cupples & Leon. c. '15 202 p. front. D (Speedwell boys ser.) 40 c.
- Ross, Harold Ellis.** Laboratory guide in market milk. Ithaca, N. Y., Carpenter & Co. c. '15 65 p. il. forms diags. 8° 50 c.
- Ruxton, G: F: A:** Adventures in Mexico. N. Y., Outing Pub. '15 (Outing adventure lib.) \$1 n.
- Sanjean, J:** Information for naturalization of aliens. Rev. ed. [Bost., Puritan Linotype] c. '15 64 p. por. 50 c.
- Schaeffer, H:** The social legislation of the primitive Semites. New Haven, Ct., Yale Univ. c. 14+245 p. O \$2.35 n.
Study of customs and laws of the primitive people of Arabia, Babylonia and Israel. Author was member of the American school for oriental study and research, Syria, 1908-09.
- Sears, Franklin Warren.** Concentration, its mentology and psychology. N. Y., Centre Pub. [110 W. 34th St.] c. '15 42 p. 16° ("The books without an if" ser.) 50 c.
- Senter, I:** The journal of Isaac Senter, physician and surgeon to the troops detached from the American army encamped at Cambridge, Mass., on a secret expedition against Quebec under the command of Col. Benedict Arnold in September, 1775; Philadelphia; published by the Historical Society of Pennsylvania, 1846. Tarrytown, N. Y., W: Abbatt [28 W. Elizabeth St.] '15 il. pls. por. facsms. O (*Magazine of History*, extra no. 42) pap. \$4.25 (only to subscribers)
- Shea, G: E.** Acting in opera; its A-B-C; with descriptive examples, practical hints. N. Y., G. Schirmer. c. '15 13+90 p. il. pls. O \$1.25 n.
Indicates use of the differing combinations of the primary positions of the trunk, head, and limbs in connection with the poetical text and musical phrase of the opera, with practical suggestions for stage deportment. Author was leading baritone at the Royal French Opera, The Hague.
- Shores, Arth. J.** The Penny Ante Club; a partial record. N. Y., N. Y. Editorial Service [Hotel Marie Antoinette]. c. 89 p. D \$1 n.
Record of two clubs, one formed by four men to play poker; the other by their wives, ostensibly to read Browning, in reality to follow their husband's example.
- Shreve, Forrest.** The vegetation of a desert mountain range as conditioned by climatic factors. Wash., D. C., Carnegie Inst. '15 112 p. + 36 pls. il. tabs. diags. map 8° (Publications) pap. \$2
- Smith, F: G:** Missionary journeys through Bible lands; Italy, Greece, Egypt, Palestine, Syria, Asia Minor and other countries, including a description of religious and social conditions in Palestine and Syria, personal missionary experiences, and a discussion of missionary methods. Anderson, Ind., Gospel Trumpet Co. c. '15 400 p. il. pors. 8° \$1.25
- Smith, Preserved, and Gallinger, Herb. Percival, trs. and eds.** Conversations with Luther; selections from recently published sources of the Table Talk. Bost., Pilgrim. c. '15 27+260 p. il. pls. pors. D \$1 n.
Aim of present translation is to bring new and important material to the attention of the English speaking people.—*Preface.*
- Sodergren, Philip J.** Principles of advertising; based on a psychological investigation of Iowa newspapers. Iowa City, Ia., Univ. of Ia. '15 (Univ. extension bull.) pap.
- Spaulding, Arth. W.** The men of the mountains; the story of the southern mountaineer and his kin of the Piedmont; with an account of some of the agencies of progress among them. Nashville, Tenn., Southern Pub. Assn. c. '15 320 p. il. pls. 8° \$1
- Stevens, Ethel Stefana.** Allward; a story of gypsy life. N. Y., Dodd, Mead. c. '15 368 p. D \$1.35 n.

At thirty-two Richard Lyddon, strong and healthy, finds himself free and with sufficient money to indulge his passion for following the open road. Luckily his freedom brings no disillusionment, and he never pines for the comforts of civilization. Living the life of the broad highway, he finds happiness and adventure and in time a fit mate, in Mary, the gypsy girl.

Stevenson, Rob. L. Kidnapped; il. by Elenore Plaisted Abbott. Phil., Jacobs. 15—332 p. col. front. col. pls. 12° (Washington Square classics) \$1 n.

Stout, Arlow Burdette. The establishment of varieties in *Colus* by the selection of somatic variations. Wash., D. C., Carnegie Inst. '15 80 p. il. pls. (part col.) tabs. diags. (Publications) pap. \$2

Taylor, G. Braxton. Virginia Baptist ministers. 5th series, 1902-1914, with supplement; with a foreword by Rev. G. W. McDaniel, D.D. Lynchburg, Va., J. P. Bell Co. c. '15 525 p. 12° \$1.50

Teele, Ray Palmer. Irrigation in the United States; a discussion of its legal, economic and financial aspects. N. Y., Appleton. c. '15 8+252 p. map tabs. D \$1.50 n.

Discusses climate, water-supply, crops, laws, water rights, securities, organization, and finances, from the standpoint of the intending purchaser of lands, water rights or securities. Contains statistics from government reports, showing the results of the various Federal and State laws relating to irrigation, such as the desert land law, Carey Act, Reclamation law, and irrigation district laws. Index. Author is irrigation economist, U. S. Dept. of Agriculture.

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Overland Monthly, Sept. 1868; Feb. July, Dec., 1875.

Californian, June, July, 1882; Apr., July, Aug.,

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Shaw, Perfect Wagnerite, H. S. Stone, 1898.

Shakespeare's Works, John Tallis, London, 1853.

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Hardy (Thomas), Human Love.

Feydeau's Fanny, Vizetelly, London.

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People of the Long House, E. M. Chadwick, pub. in Toronto, 1897.

Peter Eckler Publishing Co., New York.

Straus' Second Life of Jesus, 1863 or 1864.
Hill, J. H., Astral Worship.

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Thomson, John Arthur, Herbert Spencer, Dent., Lond., 1906.

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Proceedings Biological Society, Washington, 1, 2, 3.
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Genealogies, Edward Ball and descendants, Descendants of Vincent Meigs, Warfields of Maryland, Worthington, 1894.
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 Works of Mrs. Sherwood, vol. 12, Harper's Uniform,
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 Quarterly Review, Jan., 1914.
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 Baldwin, Joseph G., The flush times of Alabama and
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 1853, 1st edition.
 Thomas, William I., Shall Women Vote, Nat. Women
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National Geographic Magazine, Jan., Feb. and March, 1905.
Romance of Old New England Rooftrees, Crawford, Page.

A Girl's Life 80 Years Ago, Scribners, N. Y.
The King's Mark, Ella M. Bangs.
Sam Lovell's Camps, Rowland E. Robinson.
Encyclopedia of Freemasonry, A. G. Mackey.
Travelers and Outlaws, Thos. Wentworth Higginson, Boston, 1889.

Henry Tufts, *Narrative of Life and Adventures of*, Dover, N. H., 1807.
Cord and Creese, James DeMille, illust. ed.
Poems of Joel Barlow.

Louisville Free Public Library, Louisville, Ky.
Godfrey, Elizabeth, *Social Life under the Stuarts*, N. Y., Dut., '04.
Ordish, Thomas F., *Early London Theatre*, N. Y., Mac., 1899.

Loveman, Joseph & Loeb, Birmingham, Ala.
The Island, Whiting, pub. Century.

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Journal of American History, Vol. 1, No. 2, also complete set.

Pike, Albert, *Prose Sketches and Poems*, Boston, 1834.

Reed, *Modern Eloquence*, 15 vols.
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